



Health Sector PROJECT PROFILE

Strengthening Health Outcomes Through the Private Sector

January 2011



This JAFPP clinic in Ajloun is one of the clinics that will receive assistance through this partnership to improve the quality of family planning services delivered in Jordan.

PROJECT SNAPSHOT

Implemented by: Abt Associates Inc.

Duration: 2010 – 2015

Total Funding: \$24.4 million

Beneficiaries: Jordanian women of reproductive age and their families

Geographic Coverage: Nationwide
www.jafpp.org

BACKGROUND

The use of modern family planning contraceptive methods in Jordan has plateaued over the past ten years, and at current levels Jordan's population is expected to double in thirty years.. The Strengthening Family Planning Project, known by the short version of its Arabic name, Ta'ziz aims to expand the availability, quality and use of family planning (FP) services through partnerships with the private, non-governmental sector in Jordan.

This project seeks to boost the role of NGOs in providing FP services, focusing primarily on the Jordan Association for Family Planning and Protection (JAFPP). Ta'ziz will assist JAFPP in expanding and improving its clinics, introducing and promoting new FP methods to expand the available method mix, strengthening the JAFPP itself and securing its financial sustainability. The project will also work with the United Nations Relief and Works Agency (UNRWA) to strengthen its role in providing FP services through its clinics that serve 1.9 million Palestinian refugees in Jordan. In addition, the project will engage the private commercial sector, teaming with pharmaceutical industry partners, leveraging their resources using risk-sharing platforms for the introduction of new contraceptive products and promoting the use of evidence-based medicine (EBM) for family planning and reproductive health. Private pharmacies also will be engaged as partners recognizing their role as frontline health service providers.

ACTIVITIES

- Strengthening management and governance systems at JAFPP
- Increasing supply of, access to and demand for JAFPP and UNRWA clinic-based services; opening new JAFPP clinics and renovating, expanding or replacing existing clinics
- Improving quality of services, assessing and training clinic staff , strengthening systems support and referral networks at JAFPP and UNRWA clinics
- Expanding the family planning market and available product choices through improved marketing of available products and introducing new FP methods
- Utilizing pharmacists for FP information/services in communities
- Increasing JAFPP's financial sustainability with strategic planning and systems capacity building



JAFPP board members brainstormed ideas for the first year's work plan at the project launch, and shared insights and expertise to guide development of project activities.

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PROGRESS & ACHIEVEMENTS

- Amended bylaws, delegation of authority chart and code of conduct approved by JAFPP board of directors (BOD) and the general assembly
- Completed all JAFPP first quarter milestones in compliance with a memorandum of understanding (MOU) with USAID and the Ministry of Social Development
- Conducted workshop and retreat on JAFPP bylaws implementation for BOD and management team
- Completed rapid market salary comparison survey within non-profit and government health sectors to inform JAFPP compensation realignment
- Completed assessment of JAFPP's human resource (HR) department that included current job functions, HR practices and existing HR policies and procedures
- Conducted review of JAFPP financial systems, accounting, reporting and staff capacity
- Conducted initial assessment of all JAFPP clinic locations, infrastructure, equipment, HR and quality assurance practices
- Conducted stakeholder process to select new JAFPP clinic locations
- Awarded operational sub-grant to JAFPP
- Conducted market segmentation analysis
- Completed analysis of client perceptions of quality and satisfaction with JAFPP services
- Conducted situation analysis for oral contraceptive pill campaigns
- Engaged with pharmaceutical industry partners to initiate joint market feasibility studies for new contraceptive methods in bid to expand FP method mix

PARTNERS

- Abt Associates Inc.
- Banyan Global
- BAHA Consultant Engineering
- Jordan Association for Family Planning and Protection
- United Nations Relief and Works Agency (UNRWA)
- Private pharmaceutical industry